

IN THE CLAIMS

Please add the following new claims:

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RULE 1.126  
210 230. A system for presenting customized special offers to customers, the special offers including targeted offers to a customer selected from a plurality of customers, and for collecting purchasing behavior information concerning the customers, the system comprising:

at least one computer,

means for sending information from the customized offer list to at least one check-out,

means for presenting customized special offers to customers, wherein said special offers include targeted offers to a customer selected from a plurality of consumers,

and means for collecting purchasing behavior.

C1 211  
231. A system for presenting special offers to customers of a chain of stores, the special offers including customized targeted offers for specified customers, the system comprising:

a supervisory computer,

store level computers,

said supervisory computer networked to said store level computers, wherein said supervisory computer periodically downloads special offers to said store level computers,

means for generating a customized list of special offer available to a particular customer,

means for presenting special offers to customers of a chain of stores.

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